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July 3, 2007

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Commissioner for Patents PO Box 1450 Alexandria, VA 22313-1450 Art Unit 3728

Mail Stop: Amendment

Re: U.S. Utility Patent Application

Application No. 10/696,555; Filed: October 30, 2003

For: Sole for Increased Circulation

Inventor: Ian Burgess

Our Ref: 2073.0120000/DRB

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Reply to Notice of Non-Compliant Amendment (37 C.F.R. § 1.121).

The above-listed document is filed electronically through EFS-Web.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Donald R. Banowit Attorney for Applicant Registration No. 42,289

DRB/JRF/tdd Enclosure

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